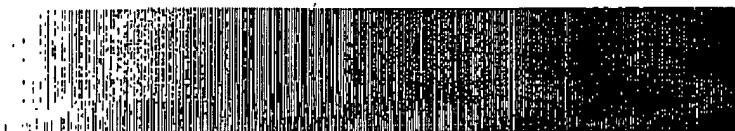




News Release



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RECENT ADVANCES BY ROHM AND HAAS SMOOTHES THE TRANSITION FROM SOLVENT-BASED TO WATER-BASED ADHESIVES FOR DRY BOND LAMINATING

Philadelphia, PA, August 20, 2004—Recent developments in the Rohm and Haas Robond™ L series of water-based adhesives for dry bond laminating are providing ever more compelling options for packaging converters to choose between traditional solvent-based adhesive systems to economical and environmentally friendly, water-based alternatives.

For example, recently introduced Robond™ L-100, used for the manufacture of flexible film laminates for food packaging, builds on the versatility of the popular Robond™ L-90D and Robond L-37 adhesives to deliver improved shear strength, plus resistance to heat, water, and chemicals when used with an appropriate coreactant. Another Robond L product, still in testing, may revolutionize the production and type of laminates used on beverage bottles.



According to Rohm and Haas Technical Marketing Manager Nancy Smith, manufacturers thinking about making the switch from solvent-based to Robond L water-based adhesive systems can do so very economically. "Packaging manufacturers who transition from solvent-based adhesive systems to a Robond L water-based system will encounter little, if any, capital expense. They will also find that water-based products themselves are generally very economical." Improved efficiency is a plus, too. Says Smith, "The high shear strength provided by water-based technology allows for fast processing of the laminated web – more than 1,000 feet [300 meters] per minute in some cases."

Robond L series products, available as one- or two-component systems, adhere to a wide variety of substrates, with good clarity and little or no slip interaction. They require no press-side dilution, exhibit very low foaming, and do not require a chilled anilox roll. All Robond L products are VOC-compliant and low-temperature activating.

Robond L series products will be among those featured by Rohm and Haas during Pack Expo International 2004 at Chicago's McCormick Place, Booth # E-8914, level 2 of the Lower Lake building. Technical specialists will be on hand to explain the technologies and performance attributes of the many Rohm and Haas adhesives used in flexible packaging applications.

About Rohm and Haas Company

Rohm and Haas is a worldwide producer of specialty materials, with more than 100 plants and research facilities in 27 countries and company sales of approximately \$6.4 billion in 2003. Its chemistry is found today in paint and coatings, adhesives and sealants, construction materials, personal computers and electronic components, household cleaning products, as well as thousands of other everyday products.

The Rohm and Haas Adhesives and Sealants business, with annual sales of \$632 million, is a world-class

supplier of formulated adhesives, coatings, and polymers for adhesives and sealants. It serves the Packaging, Converting, Transportation, Structural, Construction, and Pressure-Sensitive Adhesives Industries. More information about the company is available at the company's website www.rohmhaas.com, or by email at poweratwork@rohmhaas.com.

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